

Nechell Bonds
Former Vice President for Enrollment Management
East Texas A&M University
(616) 304-4257

Dear Members of the Search Committee,

I am pleased to write this letter of recommendation in support of Brandon Washington for a position in marketing and communications in either the public or private sector. I have had the privilege of working with Brandon professionally and have witnessed firsthand his exceptional talent in digital marketing, strategic communications, and campaign management.

Throughout our time working together at East Texas A&M, Brandon consistently demonstrated qualities that align perfectly with the responsibilities required to excel at leading the planning, execution, and measurement of digital marketing campaigns. His contributions to our marketing initiatives drove enrollment growth and increased institutional visibility. He possesses a deep understanding of paid search and social media platforms, and his strategic use of analytics to optimize campaign performance has led to measurable improvements in ROI.

In addition to his technical expertise, Brandon has outstanding interpersonal and project management skills. I tasked Brandon with leading a team within our division to focus on goals and service standards. This led to a strategic planning session led by faculty from the College of Education and to successful engagement with staff on the importance of understanding our *why*. Brandon consistently collaborated effectively across departments and worked with campus stakeholders to deliver insightful training in digital marketing and related technologies that enhanced the student experience.

I am confident that Brandon will make a significant contribution to any marketing project or communication effort he undertakes. Please feel free to contact me at 616-304-4257 or via email at nechellbonds@gmail.com if you need any additional information.

Sincerely,



Nechell Bonds
Former Supervisor